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The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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WHATSAPP BOT DEVELOPMENT FOR EASY PAYMENT OF ZAKAT, INFAK AND OTHER GOODNESS

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Abstract

Advances in information technology must be utilized to increase the quality of zakat institutions' services to the public. In communications field, advances in information technology have been realized with the presence of various instant messaging applications used on smartphones, WhatsApp is one of them. WhatsApp is an instant messaging application that is most widely used by Indonesian people. To provide easy transactions for paying zakat, infaq and other goodness, Rumah Amal Salman developed the WhatsApp bot, an autonomous program that can interact automatically with the system or users in the WhatsApp application. This bot provides various options for zakat, infaq and other goodness with payment verification carried out automatically. This bot can also produce funds receipt and user transaction history documents while using the bot. WhatsApp bot is a new platform for payment of zakat, infaq and other good deeds in addition to existing platforms such as payments via websites and mobile applications. Apart from providing easy payment transactions, this bot is also equipped with reports and various other services as an easy means for transparency management and education on zakat, infaq and other good things. With this bot, it is hoped that there will be an increase in public awareness of social conditions, public awareness of zakat law, public trust and satisfaction with zakat institutions, as well as changes in people's behavior in a better direction.

Keywords: Information Technology, WhatsApp Bot, Increase Awareness, Increase Trust, Behavior Change